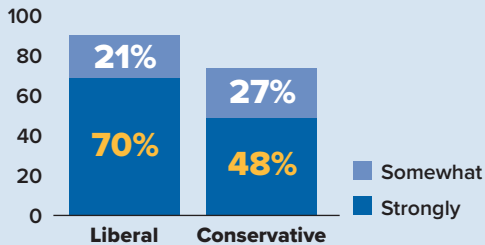


BUILDING ENGAGEMENT AROUND MEDICARE DENTAL

Understanding adults 50+ views on a Medicare dental benefit to create messages that resonate and motivate.

THE LANDSCAPE: WHAT DO OLDER ADULTS THINK ABOUT AN ORAL HEALTH BENEFIT IN MEDICARE?¹

There is support across the political spectrum



BUT...
only 2 in 10
feel emboldened
enough to take
action

BECAUSE ... 61% of adults
do not realize
dental isn't
included in
Medicare

HOW TO TALK ABOUT A MEDICARE DENTAL BENEFIT²

Change the perceived value using these messaging frames:



LOSS AVERSION “Upon retirement, my dental coverage is taken away”



SENSE OF SELF “Medicare means retirement but it doesn't mean I'm old”

It's more than insurance. It's about peace of mind and healthy aging.

RESULT: “WE’VE EARNED IT” and “WE HAVE TEETH AND WE VOTE”³



ADULTS 50+ REPORTED THESE MESSAGES:

Feel relevant

Elicit emotional response

Motivate to act

ACTIONS OLDER ADULTS ARE WILLING TO TAKE:⁴

- Attend a meeting, event, hearing or town hall
- Share/discuss on social media
- Contact an elected official
- Research the issue

READ THE FULL REPORT AT
oralhealthamerica.org/medicaretoolkit



¹ Salter>Mitchell Online Survey of 55+, n=400. April 7-10, 2017

² Oral Health America/Salter>Mitchell Online Survey of 55+, n=400. April 7-10, 2017

³ Salter>Mitchell Online Survey of 55+, n=400. April 7-10, 2017

⁴ Oral Health America / Salter>Mitchell, Demand Medicare Dental Pilot, Orlando (March 2017).